

Daily Universe

Brigham Young University

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Tuesday, March 21, 1972



Grocery stores

'Sale' prices elusive

By ROLF KOECHER

and

COLLEEN HENDRICHSEN

"This item on sale," the familiar slogan found in many Provo area stores, might more accurately be translated to read, "This item for sale. No bargain intended."

Dazzling signs, special displays and sale offers don't always mean that a price reduction has been made; in fact, the "special" sign can sometimes even mask an increase in price. The consumer cannot always depend solely on outward appearances of signs and advertisements, but should carefully read their meaning, for in more than one instance specially marked or sale items were either higher in price than they had been or showed no change, according to a recent *Daily Universe* survey.



Provo shoppers pay a higher price for added store conveniences according to a recent survey.

The survey was conducted at nine local grocery stores on a list of 25 randomly selected items including national brands, produce and dairy products. The survey was repeated three times in each store to insure accuracy and allow observation of consumer conditions.

Among the items surveyed, the price difference between the store found highest and the store found lowest was only \$1.26 on approximately \$13 worth of groceries. Most stores, while showing definite differences, were found to be within a few cents of each other and well within the \$1.26 maximum range.

A number of grocery merchants admitted that they are often forced to sell certain products normally at below their cost, but that these could be advertised as sale items without further price reduction since the price charged was still lower than actual cost or normal retail value of the good. One store said that since 25 per cent of all items account for approximately 80 per cent of sales, many stores actually sell some of these fast-moving items at below profit levels because it attracts buyers and builds repeat customers.

However, selling for less than cost is in violation of state statutes, according to Dr. M. Dallas Burnett, BYU Professor of Communications Law. "There is a Utah law that prohibits a retailer from selling at less than six per cent above his cost," he said. This is to prevent the smaller store owner from becoming the victim of cutthroat competition, unable to sustain continued below-profit sales that the larger store can absorb into its costs.

MANY OF THE merchants, however, felt the law was unfair, making it in violation mandatory to keep in competition with other grocers. A certain brand of mayonnaise, for instance, normally costing more 74 cents per quart, actually retails in most stores at or even below that price—well below the six per cent profit margin.

Every sign encountered inside a supermarket must not be interpreted as indicating a reduction in price. Many stores advertise certain items at their regular price or display them prominently to promote the good but do not carry untruthful promises of savings.

Lee Collard, manager of Reams, explained that "a sale doesn't really have to mean that the item is below cost." He added that often items marked or advertised will be spotlighted to increase their sales or to get people acquainted with the product.

Collard also mentioned the popular misconception that Reams' marked prices were wholesale costs, with the added 10 per cent surcharge being the store's profit. He said this was not the case, but that marked prices were actually adjusted to be under wholesale charges, and that with the added 10 per cent they never exceeded suggested retail prices.

EVEN THOUGH many stores are bound by their costs, many individual items can show a great amount of fluctuation. The survey showed that cucumbers on the very same evening were six cents each in one market whereas they sold for 20 cents in another—a price difference of over three times the cost in the first store. Cranberry sauce also showed a low of 26 cents and a high of 33 cents from among the surveyed stores.

Each store will have special prices on individual items, making it the cheapest market in town on a particular product. At the same time, even the most inexpensive stores carry a number of goods at higher prices than do many of the more costly markets.

Some items may vary greatly from store to store, even among those belonging to the same company. While both stores were comparable on many items, Warshaw's in Orem offered a cake mix for 37 cents while its store near campus sold the same item for 49 cents.



The geographical location of stores in relation to the campus appears to have no effect on prices.

Photos by Ken Christensen and Eric Hendrie

Three days of voting

Polls open today for final round

Voting begins today in the ELWC Reception Center for the ASBYU final elections. Polls will be open from 8 a.m. to 9 p.m. Polls will also be open Wednesday and Thursday, but will close at 6 p.m. on Thursday.

Students will vote for ten candidates for ASBYU offices as well as vote for the Belle of the Y. There are six final contestants in the Belle of the Y competition.

Students will also cast a vote in a mock national election. The choice on the ballot will be between Republicans Richard Nixon and Spiro Agnew and Democrats George Wallace and Wilbur Mills. These four won the mock national presidential primary held last week in

conjunction with ASBYU primary elections.

IN THE *Daily Universe* survey conducted over the weekend, it was learned the 40 per cent of prospective voters plan to vote for Bill Fillmore in the ASBYU Presidential race, 27 per cent for Cam Caldwell and 33 per cent are "undecided."

A breakdown of Fillmore and Caldwell voters showed that 37 per cent of Caldwell supporters' decision were influenced by personal contact with the candidate. Twenty-nine per cent of Fillmore backers indicated "personal contact" with the candidate as "the most influential factor" in their decision to vote for Fillmore.

IN RESPONSE to the question, "Do you know what the campaign issue 'correlation' means?" 46 per cent said no, 37 per cent said yes and 17 per cent "vaguely." Further breakdown showed that of those who claimed to know what "correlation" means, 55 per cent plan to vote for Fillmore, 21 per cent for Caldwell and 24 per cent undecided.

THE SURVEY showed that students unfamiliar with the meaning of the campaign issue "correlation" were generally undecided in their plans to vote. 41 per cent of those unacquainted with "correlation" were undecided, while 30 per cent said they planned to vote for Fillmore and 29 per cent for Caldwell.

Students were also asked "For what purpose would you like to see the Social Office profits of \$14,000 be used?" fifty-two per cent responded in favor of putting it in the student library fund, 21 per cent favored free student activities and 27 per cent indicated other channels (most of which included a combination of the two).

THIS CONTRASTED with a survey taken earlier this month by the ASBYU Social Office of 895 students at a dance. The survey showed that 64 per cent favored using profits for free student activities, 19 per cent favored using the funds for the student library fund, and 17 per cent favored both.



Elder Tuttle

Elder Tuttle speaks today at Devotional

Elder A. Theodore Tuttle of the First Council of the Seventy will speak at Devotional at 10 a.m. in the Smith Fieldhouse. Overflow areas will be provided.

Elder Tuttle served on the Council since April 10, 1958. From 1961 to 1965 he was president of the missions in South America with headquarters in Uruguay. He now supervises South American mission activities from Salt Lake City.

Born in Manti, Utah, Elder Tuttle is a 1943 BYU graduate. He earned a master's degree from Stanford University and has done graduate work at the University of Utah.

Density tests affect parking

Parking will be getting just a little tighter in the lot east of the ELWC Wednesday, and Thursday and Friday of this week.

A drilling team will be making tests of the ground density on the lot as a first step in the planning of the Law School bid, reported Sven Nielsen, chief of BYU Security.

According to Nielsen, enough spaces for a truck and drilling equipment will be set aside. "It won't hurt much," remarked Nielsen.

3

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Pot under fire

(Third of a series)

"Smoking grass causes cancer," said Sophomore Spider Henderson.

He, or worse, Henderson is part of a majority of BYU students who are against legalization of marijuana. Some 82 per cent of the students polled opposed "decriminalization." An even 16 per cent thought marijuana should be legalized, and the rest were undecided.

Proponents of legalization said that most users of the drug do so only because "it's against the establishment."

"If marijuana were legalized, the rate of users might drop," said one student. "A lot of kids are using it now just to defy the law."

"PEOPLE ought to make their own decisions," said another. "They're going to snail belief in the law and try it anyway. You can't keep a tight enough hold on it."

"Everything else is legal. Why not marijuana?" said sophomore Erick Erikson. He compared the legalization of marijuana to legalization of alcohol. "People, he said, only "made things worse."

Several students said they didn't see anything wrong with marijuana.

"I don't see any harm in it," said one girl. "It's no worse than cigarettes or alcohol. They smoke

it anyway. I don't see what good the law does."

One girl was definitely in favor of legalization, for personal reasons.

"Legalize it!" she said. "That

Detecting the pulse of BYU students concerning the legalization of marijuana were Universe reporters Barbara Black, Rolf Koehler, Karen Southwick and Don Wesel.

way I won't get pinched."

One student favored legalization with the use of "grass centers" scattered across country.

"If it was legalized and controlled, kids who wanted to could, say, go to a grass center and try the stuff," he said. "Then the grass centers would be built for pushers who are pushing harder stuff. The competition with marijuana would drive them out of business."

Many of those who opposed legalization did so because of younger kids who "couldn't put it in the right perspective" as well as we older kids can."

"I think 97 per cent of the people can handle it," said Rock Duran.

Melanie Miller, a junior, said she would vote against it because "if it were legal and I were younger and more foolish, I'd be a lot more willing to try it than I would be if it were illegal."

"Adults can make up their own minds about it, but kids don't have the common sense to do the right thing," added James Pager.

THE 85 PER CENT OF THE STUDENTS WHO WERE AGAINST

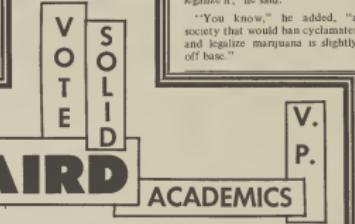
legalization of marijuana were largely so because of Church reasons.

James Martin said he was against it because of "beliefs of the Word of Wisdom. My friends have used it, and I find they can't concentrate on a simple conversation," he added. "Their minds wander easily. I believe it has a definite psychological effect on people."

"I don't know why I really don't know," said David Watkins, a freshman. "I guess the objection has been with me all my life. It's definitely part of my background. I'm definitely opposed."

Ideahon Bill Hammond tried to put himself in Christ's place. "I don't think the Saviour would legalize it," he said.

"You know," he added, "a society that would ban clyclamates and legalize marijuana is slightly off base."



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U.S. news summary

Narcotics crackdown

Declaring the control of narcotics traffic the nation's "No. 1 priority" for law enforcement in his administration President Richard Nixon yesterday vowed to give "no sympathy whatever" for the drug pusher.

"When you find a person who is destroying the lives of young people there isn't any excuse for such a person," Nixon said at a meeting marking the opening of the New York Regional Office of Drug Abuse Law Enforcement.

Making a special point of separating drug pushers from users, Nixon said he felt sympathy for those who were victims of drug abuse but that "I don't want anyone to get the idea we should have permissiveness in this field. The emphasis should be to get at the pushers."

Capital punishment

The U.S. Supreme Court refused yesterday to block from taking effect a California Supreme Court ruling overturning the death

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penalty in that state, rejecting a request by the state attorney general to keep the measure from going into effect pending appeal.

California court observers said that since the ruling was permitted to take effect, the 103 men and five women on death row would receive a reduction in their sentences to life imprisonment, which could not be re-sentenced even if the U.S. Supreme Court eventually reversed the California decision.

Swallows return

More than 40,000 persons, bundled against the early morning chill and light drizzle, let out the traditional roar with the bells of San Luis. Cesarino Mission sounded the return of the swallows from their annual winter migration to Argentina.

Daily Universe

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The bells tolled at 7:47:23 a.m. Sunday when the first contingent of 500 appeared out of the overcast, marking the end of their 3,000-mile journey. More than 100,000 persons crowded into the mountain village before the day was over.

Illinois primary

Senator Edmund S. Muskie, seeking to regain his standing in the Democratic Presidential field would-up campaign efforts along with his opponents on the eve of today's Muskie-McGovern-McCarthy primary battle in Illinois.

While the leading contenders finished their Illinois efforts, Sen. Hubert H. Humphrey and Henry M. Jackson plus New York mayor John V. Lindsay campaigned across the border in nearby Wisconsin seeking to build support for the April 4 primary shadow with Alabama Gov. George C. Wallace.

CRAIG GRIFFETH ASBYU OFFICE OF STUDENT COMMUNITY SERVICE



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Alan Jones, Exec. Asst., Finance
Mike Waddoups, Finance Budget Comm

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Johnson

Johnson earns teacher award

Attempts to pay individual attention to students have garnered honors for an education professor.

Dr. Richard W. Johnson of the College of Education will be presented with the Professor of the Month Award today in Devotionals by the Blue Key Honor Fraternity.

Johnson currently teaches in the Dept. of Educational Psychology and works in BYU's Counseling Center. When asked about the methods he employs to help better classes, Johnson mentioned that "perhaps the most important thing we can do is to attempt to create a one-to-one rapport with each student so that each feels like an individual rather than a number."

Forms for student nomination are available in the ASBYU Academics Office.

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Oaks endorses

Library fund solicited by phone

President Dallin Oaks gave endorsement yesterday to student efforts to raise funds for the library via telephone.

The endorsement referred to a project directed by Cam Caldwell in which every BYU student will be contacted by telephone and asked to pledge donations for the library addition.

"I wholeheartedly endorse this student 'telefund,'" Oaks stated.

"I hope that when our students are asked to contribute, they will be as generous as their circumstances permit. For example, if each student were to donate \$4.00, the student goal of \$100,000 would be met, and the attainment of this goal by student subscriptions would give enormous impetus to our fund-raising efforts with other donors," he added.

Beginning today, BYU students

will be contacted by other students in an effort to raise at least \$10,000 for the Student Library Fund.

The project, directed by Cam Caldwell, has been conceived to give students the same opportunity to donate to the library that alumni have to donate to the University after they graduate.

"Most students aren't aware that their tuition pays for only about one-third of the costs of their education," commented Caldwell. "With the Church Education Program growing so rapidly there is an increasing need for alumni and students to help cover the rising costs of an education at BYU," he added.

Steve Brinton, director of the recruitment phase of the project, indicated it was coordinated with wards and stakes and that "we

will have two sets of fifty callers calling other students from 6 to 11 p.m." until March 31.

Terminating the project the "number one building priority on campus," Oaks said he was "thrilled" with student efforts in raising funds.

Gottschalk to speak

"Causes of Revolution" will be the topic of Louis Gottschalk, eminent historian and professor, at noon today in the de Jong Concert Hall.

Addressing students and faculty, the widely-read historian will discuss his subject with timely reference to the U.S. and its relationship with other countries

Manpower needed to vote for office of Women's V.P.

Men seem willing to vote for everything.

But, according to voting records, BYU men haven't been turning out to vote for ASBYU Vice President of Women's Activities.

"The Vice President of Women's Activities sits on the Executive Council and makes decisions that affect the entire student body—not merely female students," said Marty Wilson, ASBYU Women's Vice President.

The Women's Vice President is one of ten voices on the Council. According to Miss Wilson she must be familiar with such things as the Women's Lab movement, the role of the LDS women in the family and community, and the general activities of the ASBYU.

Miss Wilson and her successor will travel to Chicago at the end of the month to attend the

Intercollegiate Associated Women's Students National Convention. Funds for the trip have been allocated by the Executive Council.

A proposal to permit only female students to vote for the office was recently defeated by the Council. Miss Wilson feels it is significant that male students be encouraged to vote for this office because of the chair it holds on the Executive Council and the student-wide decisions that group makes.

Dance Team can't defend title in May

The 18 students representing the World Champion Ballroom Dance Team will not be turned down for their request to defend their title in England this May.

Heber Wolsey, the assistant to the President in charge of communications, reported that the team was turned down for two reasons. First, the trip would have forced the students to miss five days of school and six days of final examinations. University policy prohibits students from missing more than six days of school.

Secondly, the team was scheduled to go to Hungary and Poland, countries behind the Iron Curtain, on a tour after the competition in England. BYU does not approve trips requiring students to go behind the Iron Curtain.

Marines here

From the Halls of Montezuma into the Reception Center, the Marines will be on campus Tuesday from 9:30 to 2:30 to recruit.

The Marine Officer Selection Team will be looking for BYU recruits, with fewer being selected this year due to a cut-back in their standing force.

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Bruins best bet for NCAA title

With the best team in town and the finish being played in their own backyard, UCLA seems to be a "shoo-in" to garner their sixth straight national basketball crown.

Also gaining plane fare to Los Angeles for the finals are the Florida State Seminoles, the Tar Heels from North Carolina and the University of Louisville Cardinals.

In Thursday night's opening round, the Florida State five take on the Tar Heels of North Carolina. Both teams are nationally ranked and either could figure in the finale.

In what many feel will be the main battle, UCLA, under head mentor John Wooden, squares off against Louisville, the winner of the Midwest regionals.

Louisville is coached by Denny Crum, once assistant to Wooden at UCLA. "I am well acquainted with the UCLA material since I recruited several of their players," stated Crum.

Both coaches feel that the contest will be a run and shoot affair and when the smoke clears, bet on the Bruins.

Saturday night will see the first round losers play for consolation title by the title tilt.



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— Dave Gunn —

The Gunner

Sports Editor

Stan Watts was coaching basketball at BYU long before most of the student body was born. BYU played 691 roundball games in the 23 years that Stan was head mentor, and the Cougars won 431 of them.

Stan's winning ways have been acclaimed throughout the nation, but his accomplishments become even more meaningful when one considers his strength in building a strong team effort.

Since the organization of the WAC 10 seasons ago, the Cougars have won or shared the loop crown five times. That's more than twice as many as any other club in the league, since UNM, ASU and Wyoming have all won or tied for the WAC honors two times each. UTEP and Utah have both won the loop championship once, while CSU and Arizona are yet to garner the WAC hoop honors.

The fact that is interesting about the comparison of conference titles is that BYU, with twice as many loop crowns as any other team, is only number two on the tally sheet of all-conference players.

In 10 years of WAC play, BYU has had nine first team all-WAC selections. Wyoming has placed 10 players on the all-conference list, while New Mexico has notched 10 first team picks.

The all-WAC totals show these results:

ALL WAC	(All Totaled)	(Individuals)
Arizona State	7	6 (with 1 repeater)
Arkansas	9	2 (with 1 repeater)
BYU	10	7 (with 3 repeaters)
Colorado State	1	1
Idaho	10	7 (with 3 repeaters)
Illinois	3	2
Utah	7	4 (with 3 repeaters)
Wyoming	11	6 (with 3 repeaters)

WAC CHAMPIONSHIP WITH ALL WAC

1970 - BYU with 2 All WAC

1971 - BYU with 3 All WAC (2 from 3rd place Utah)

1970 - UTEP with 1 All WAC (2 from 3rd place Wyoming)

1969 - BYU with none and Wyoming with 2

1968 - Wyoming with 1 (2 from 3rd place Wyoming)

1967 - BYU with 1 and Wyoming with 1 (2 from 3rd place New Mexico)

1966 - Utah with 1

1965 - Wyoming with 1

1964 - New Mexico with 1

1963 - Arizona State with 1

CHECKING the all-league lists, we see that Cougar teams have won five titles with good team efforts. Stan Watts has made effective use of his personnel to win ball games and tally post-season honors while other teams have done well as far as their individual stars are concerned, but have come up short in the win column.

In 1965, 1967 and 1971 the Cats won the title with only one all-WAC player. In 1969, the Blue bangers tied for the crown with only one conference picks, and this year is the first in BYU history that the Cougars have placed two players on the all-WAC first team list.

Analyzing these facts, it is apparent that Stan Watts did a great job with the available personnel. Stan's teams were well coached. He took the players and made them a team; not a group of hot shots, prima donnas or individuals, but a cohesive, winning team.

NOW THAT Glenn Potter has been named the new hoop head coach, I wonder what veteran assistant Pete Witbeck will be doing. Pete has been offered his old job but is undecided as yet about his future plans. I hope coach Witbeck will remain at BYU in some leadership capacity. His tenure at Cougarville spans the period of 16 years.

As head recruiter at BYU, he was instrumental in bringing Phil Tollestrup, Berne Fryer, Brian Ambrizich, Belmont Anderson, Doug Richards, Dick Nemeth, Jeff Congdon, Steve Kramer, Craig Raymond, Jim Eakin, Neil Robins, Gary Hines, Paul Radford, Mike Gardner and numerous other great cagers to Provo. Here's hoping that Pete's talents will be used for many years to come at BYU.

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The USMC Officer Selection Team is coming to BYU Tuesday, Wednesday, and Thursday, March 21, 22, and 23, 9:30 to 2:30 ELWC Stepdown Lounge for the final screening for this summer's training program.



